



# NEWS RELEASE

## TOWN OF VIENNA

127 Center Street, South, Vienna, Virginia 22180

(703) 255-6300 • fax (703) 255-5722

[www.viennava.gov](http://www.viennava.gov) • [pio@viennava.gov](mailto:pio@viennava.gov)

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### **Media Contacts**

Lynne DeWilde

703-255-6330 (office)

703-867-2500 (cell)

Stephanie Baynes

703-255-6361 (office)

### **TOWN OF VIENNA HAS QUESTIONS, CITIZENS HAVE THE ANSWERS**

Many Town of Vienna residents will soon receive the 2016 Town of Vienna Citizen Survey in their mailboxes. Surveys, accompanied by a cover letter from Mayor Laurie DiRocco, are scheduled to arrive about mid-month at randomly selected households.

The survey provides an opportunity for residents to rate the Town on a variety of qualities and services. Among the more than 100 questions on the five-page survey are queries like: How would you rate the quality of life or sense of community in the Town of Vienna? Are you satisfied with police response times, leaf pick-up service, and accessibility to Town parks? What do you think about the Town calendar and website?

Citizen responses will be critical to helping Town of Vienna councilmembers and staff better plan, manage, and improve services and programs.

“Citizen survey results provide an invaluable tool to local governments,” says Communications and Marketing Manager Lynne DeWilde. “The data gathered from this 2016 survey will allow Vienna to understand how well it is performing compared to other regional communities and across time. The results allow the Town to use citizen input to better prioritize, budget, and plan for the future.”

An adult household member (someone 18 or older) is asked to take the 10-15 minutes necessary to complete the survey and return it in the postage-paid envelope provided. The survey also may be completed online. In order to maintain scientific credibility, only randomly selected households may participate.

All citizen responses are confidential. Survey responses are returned to ETC Institute in Olathe, Kansas, with whom the Town has contracted to administer the survey. Results are reported to the Town only as collective data. Survey results are expected to be reported to the Town and shared publicly late this spring.

Vienna participated in a similar citizen survey in 2014, and results from this year's survey will be compared to those results.

"We're excited to learn what our citizens think about programs and services provided by the Town and characteristics of our community," says Mayor Laurie DiRocco. "An investment of just 15 minutes or so can, when survey results are reported collectively, have a significant impact on quality of life in our community. The results will help us understand what we do well and identify areas where there are opportunities for growth."

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